



Enhanced Infrastructure Financing District

D O W N T O W N S A N T A R O S A

May 8, 2025

PUBLIC FINANCING AUTHORITY

EIFD: Infrastructure Financing Plan (IFP)

1. Hold first public hearing on modified draft IFP
2. Recommendation: Adopt resolution approving modified draft IFP for consideration at second public hearing

EIFD: Infrastructure Financing Plan (IFP)

Overview and background

- The City of Santa Rosa and the County of Sonoma initiated the process of establishing an Enhanced Infrastructure Financing District (EIFD)
- On April 2, 2025, the draft IFP was presented to the Public Financing Authority
 - PFA provided feedback and received comments from County, City and members of the public
- Today's action – first public hearing on the infrastructure financing plan
 - PFA will consider written and oral comments and take action to modify or reject a modified draft IFP
- All EIFD documents available at www.srcity.org/EIFD

EIFD: County Comments on Draft IFP

- Separate project categories (b) Streetscaping Improvements and (c) Placemaking Improvements with a combined allocation of 10%. (revised Table – Page 4)

Item	EIFD-Funded Improvements	Priority Program Project Percentages ¹	Estimated Cost
1	Performing Arts/Sports Entertainment Center	70%	\$46,506,248
2	Placemaking Improvements	10%	\$5,167,360
3	Affordable Housing	20%	\$12,918,402
Total		100%	\$64,592,010

- Add that “priority for EIFD funding will be given by the PFA to projects that catalyze private sector investment.” (revised language – page 6)
- Changes to percentage breakdown among EIFD project categories require County Board of Supervisors Approval (revised language – page 4)
- Add explicit language that EIFD will not fund or reimburse projects already underway. Table 2 on Page 5 of Attachment B, Santa Rosa EIFD Draft Infrastructure Financing Plan (revised language – page 4)

EIFD: County Comments on Draft IFP

Future Bond Issuances

- Staff to the PFA will consult with County Auditor-Controller-Treasurer-Tax Collector (ACTTC) staff on financing terms, prior to PFA approval to issue EIFD bonds. (revised language - page 19)

Fiscal Impact Analysis

- Treatment of Sheriff's Office costs, previously noted in County consultant's review of the Fiscal Impact Analysis. The Sheriff costs do not apply to the parcels within the proposed EIFD because they are covered by the Santa Rosa Police department therefore DTA didn't make this change.

Miscellaneous

- County will be reimbursed for admin costs, similar to the City. (revised language – page 11)
- More clarity needed about Successor Agency dissolution and available Redevelopment Property Tax Trust Fund (RPTTF) residual revenues (Page 8 of Attachment B - Draft IFP.) (revised language – page 8)
- Reference to Appendix B (Santa Rosa EIFD Tax Increment Revenue Projections and Bonding Capacity Analysis) will be made clear within the body of the IFP. (revised language – page 8)

EIFD: City Comments – Draft IFP

Project Categories

- Join Placemaking and Streetscaping into a single category titled Placemaking
- Remove Conference Center as eligible project type

Original Table

Item	EIFD-Funded Improvements	Priority Program Project Percentages ¹	Estimated Cost
1	(a) Performing Arts/Sports Entertainment/Conference Center (b) Streetscaping Improvements (c) Placemaking Improvements	80%	\$51,673,608
2	Affordable Housing	20%	\$12,918,402
Total		100%	\$64,592,010

Revised Table

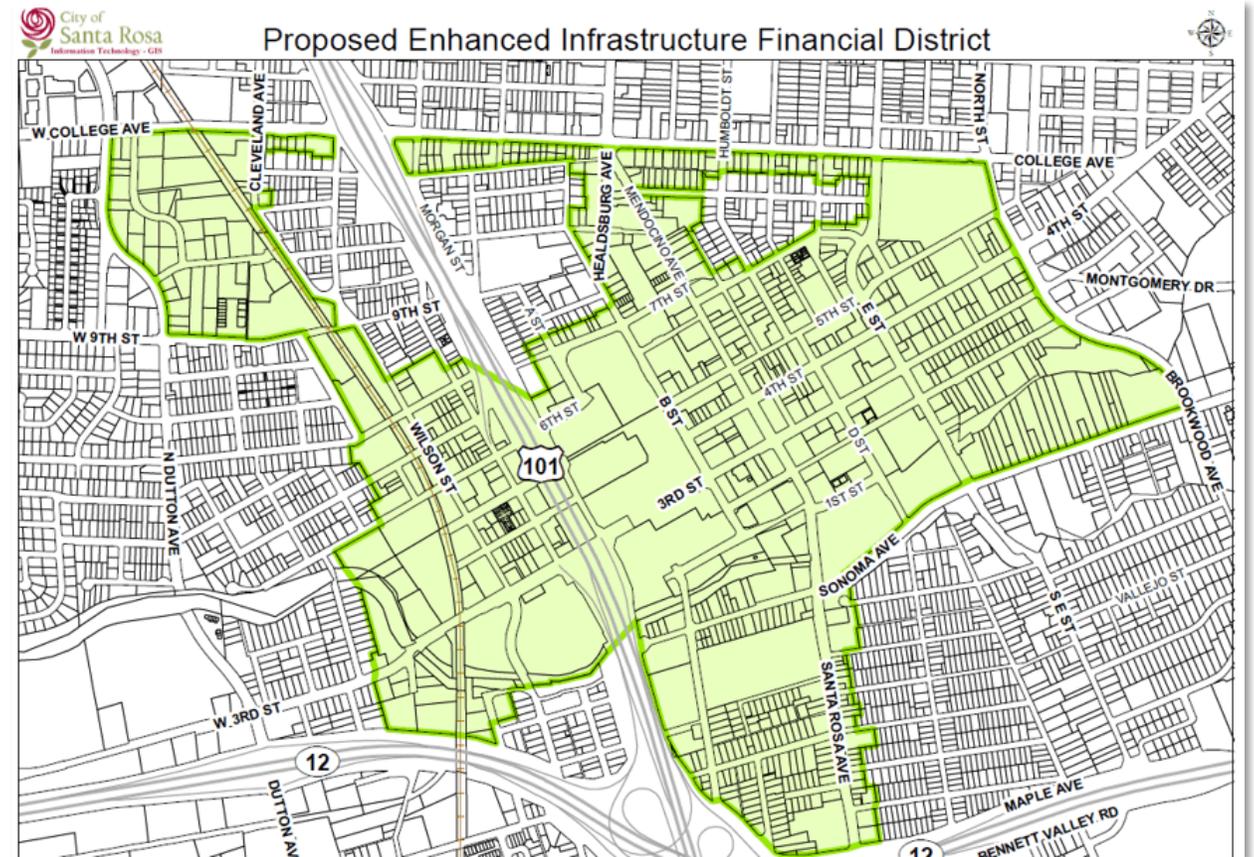
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EIFD: PFA Comments – Draft IFP

- Revisions to the limitations on and methods for determining the EIFD funded improvements, including, among other factors, the proximity of the improvements to the EIFD, the economic impact of the improvements and the approval rights of the City and County
 - PFA can approve project funding with direction from City Council
 - (**Revised**) Modifications made throughout IFP to address economic impacts and encourage projects that produce positive economic impacts within the district

EIFD: PFA Comments – Draft IFP

- Location of projects eligible for EIFD funding
 - (Revised) Placemaking within the EIFD boundaries
 - (Revised) Affordable housing inside or outside of boundary
 - Tangible benefit determined by City Council and PFA on a project-by-project basis



EIFD: PFA Comments – Draft IFP

- (**Revised**) Performing Arts/Sports Entertainment Center inside or outside the boundary when tangible benefit determined. The City and the PFA will incorporate in their evaluation of a proposed Center whether any of the Center’s commercial operations will compete with existing businesses in the EIFD and whether any such competition can be mitigated

Options:

- Requiring projects eligible for funding to be within the EIFD
- Allowing adjacent projects outside of the boundary and providing specific findings around tangible benefit
 - Determine definition of “adjacent” – up to 1 mile from boundary or within Downtown Station Area boundary.

EIFD: Public Comments – Draft IFP

- Written and verbal public comments received
 - Questions regarding potential increase in taxes
 - Proposed modifications to the EIFD boundary
 - Percentage of funds to placemaking
 - Increase to 50%, with affordable housing and catalyst project splitting the remaining 50%
 - Catalyst project should be in or immediately adjacent to with easy pedestrian access to downtown businesses

EIFD: County EIFD Policy

- 1. Introduction of draft Infrastructure Financing Plan (IFP) at Public Financing Authority (PFA) public meeting**
 - Complete
- 2. PFA Public Hearings (receive comments and modify, reject or accept IFP)**
 - Current action
- 3. City Council and Board of Supervisors (accept or reject IFP)**
 - June 3, 2025
- 4. PFA approves IFP and adopts Resolution of Formation**
 - June 16, 2025

Questions and Comments

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